

Title of Project: Collaboration with the Wisconsin Nutrition Education Network

Agency Name: State of Wisconsin WIC Program

State: Wisconsin

Key Word Descriptors: Collaborative Network

Description of Project:

This network consists of partners from several agencies collaborating to promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages. Examples of program partners include WIC, University of Wisconsin-Extension, Wisconsin Nutrition Education Program (VVNEP), Head Start, and Elderly Nutrition. Other states have similar networks that they can tap into to revitalize quality nutrition services.

Results of Project:

The Wisconsin WIC Program's collaboration with the Wisconsin Nutrition Education Network has helped lead to a very successful "JUMP `N JIVE ...Come Alive With Fruit" campaign this past October and November 2000. This campaign involved social marketing and nutrition education that was sponsored by the Wisconsin Nutrition Education Network. The campaign was conducted in 28 counties and one tribe. This campaign's success and our ongoing collaboration with the Wisconsin Nutrition Education Network have helped revitalize quality nutrition education/services in the participating counties across the state. The campaign has helped generate fun and excitement about nutrition education and interest in other creative and effective nutrition education materials and projects. New partnerships and collaborations have been formed. Our local WIC projects were involved in almost all of the county campaigns and in the Great Lakes Inter-Tribal Council (GLITC).

The Wisconsin Nutrition Education Network campaign in October and November 2000 directly reached 18,900 adults and 2,050 children through group lessons/activities, interactive displays, or food demonstrations. In addition, over 219,877 received indirect contact via tip sheets, posters, menu backs, newsletters, and newspaper articles, stickers, materials sent to parents/caregivers by schools or Head Start centers and "unmanned" displays.

The campaign was greatly expanded this past year and the evaluation results were very positive. New, colorful materials have been developed and translated into Spanish. Each county submitted a proposal to collaborate with at least three other agencies that serve food stamp eligible participants. The Wisconsin Nutrition Education Network has plans to expand the campaign and add a physical activity component.

Contact person:

Tony Zech, RD, CD, MBA
1 W. Wilson Street
Madison, Wisconsin 53701-2659
Telephone: 608-266-3742
Fax: 608-266-3125
E-mail: zechad@dhfs.state.wi.us